

BUSINESS VALUE PROPOSITION CANVAS

Get crystal clear on who you serve, what you offer, and why it's you.

Work through each section in order. Don't polish early – clarity first, language second.

Who You Serve

Describe your ideal client in one specific sentence.

The specific problem they have that you solve.

The Offer Canvas

WHAT I DELIVER — THE TANGIBLE

THE EXPERIENCE OF WORKING WITH ME

THE TRANSFORMATION THEY GET

WHAT THEY WALK AWAY WITH

Why You, Not Them

What makes your offer different from everyone else solving this problem? Name your unfair advantage.

One-Sentence Offer

Complete: I help [who] achieve [transformation] through [how], so they can [result].

First Draft Value Proposition

Write a first-pass value proposition. Don't polish it yet.

Refined Value Proposition Statement

Now refine it – clear, specific, and in your voice.

